



SHELBY FARMS PARK

JULY 2016 | QUARTERLY REPORT FOR
SHELBY COUNTY COMMISSION

PRESENTED BY
JEN ANDREWS | EXECUTIVE DIRECTOR
SHELBY FARMS PARK CONSERVANCY

SHELBY FARMS PARK CONSERVANCY | GREENLINE



Shelby Farms Greenline **grew 4.15 miles** between August 2015 and June 2016 thanks to an exceptional partnership with Shelby County

More than 1,000 visitors hit the trail in the first month after opening the eastward extension



The Greenline extension now physically connects neighbors in **1,000+ households** to the heart of Memphis, to the heart of Shelby Farms Park and to each other

The trail will grow an additional 2 miles east in the coming year



SHELBY FARMS PARK CONSERVANCY | PROGRAMS



Since 2014, Shelby Farms Park's educational programs have **reached 5,000+ children**, serving **students in every County Commission + City Council District**

More than 50% of program participants receive scholarships

40% of Spring, Fall + Summer Break Camp participants receive scholarships

100 Starry Nights van passes are shared with community partners, welcoming **2,000 children** to the event annually



Partner organizations include:

Amplify Memphis | Bridges | Girls Inc.
Juvenile Intervention + Faith-based Follow Up
Multi-National Ministries | Youth Villages
Refugee Empowerment Program
YMCA of Memphis and the Mid-South

SHELBY FARMS PARK CONSERVANCY | HEART OF THE PARK

HEART OF THE PARK

6.13.16



FIRST TENNESSEE FOUNDATION VISITOR CENTER



FEDEX EVENT CENTER



SHELBY FARMS PARK CONSERVANCY | HEART OF THE PARK

AUTOZONE FRONT PORCH



THE KITCHEN BISTRO



FEDEX EVENT CENTER



WATER PLAY SPRAYGROUND



HEART OF THE PARK



30 DAYS OF CELEBRATION

We're celebrating the grand opening of Heart of the Park at Shelby Farms Park with 30 days of free events and programs that will introduce visitors to the space and the ways to utilize and enjoy the new amenities.

The fun includes activities for kids and kids at heart, and details can be found in the provided handout.

We hope you can join us!

RIBBON CUTTING CEREMONY:

10am on September 1, 2016
AutoZone Front Porch at the
First Tennessee Foundation
Visitor Center at Shelby Farms Park

SHELBY FARMS PARK CONSERVANCY | MATA SHUTTLE



Saturday + Sunday shuttle route
tentatively planned to begin
September 2016 (ride times TBA)

Shuttle will be a **hybrid bus** with a
bicycle rack + wheelchair lift

Fare: \$1.75

*MATA has proposed that the first month
be a "Free Ride" period
(confirmation + details TBA)*

Route Stops (see map on following slide):

- Shelby Farms Greenline
- Shelby Farms Park Visitor Center
- Agricenter International
- Baptist Memorial Hospital

SHELBY FARMS PARK CONSERVANCY | MATA ROUTE



SHELBY FARMS PARK CONSERVANCY | GRANT



PROJECT DIABETES GRANT | \$432,600 over 3 years

SFPC will use these funds to **combat the high rates of obesity and diabetes in our community.**

Led by a new Health + Wellness Educator, SFPC plans to:

- Remove the economic and physical barriers to getting active outdoors
- Positively impact the schools, senior homes and community centers throughout Shelby County that are at highest risk of obesity and diabetes
- Serve 18,000 visitors
- Strengthen partnerships with Shelby County Schools, Charter Schools, Shelby County Health Department and community organizations

Our innovative 3-year year plan will provide the community with:

- **Free** fitness programs
- **Free** health workshops
- **Free** outdoor fitness stations for adults
- **...and more!**